

ORDER



Orders

Order / Rev: 55722

Alt Order #: 08863464

Product Desc: NRCC IE 2012

Estimate: 3160

Flight Dates: 10/19/12 - 10/25/12

Original Date / Rev: 09/11/12 / 09/12/12

Order Type: CIA - O

KUCW-TV

Primary AE: Continental Washington DC

Sales Office: CNAT

Sales Region: National

Agency

Name: National Media Team

Buying Contact:

Billing Contact:

815 Slaters Lane

Alexandria, VA 22314

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: National Republican Congression

Demographic: A35+

Product Codes: Issues/Propositions

Priority: P-1

Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	1	\$600.00	\$510.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	1	\$600.00	\$510.00	3.30
Totals	1	\$600.00	\$510.00	3.30

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KUCW-TV	3%	\$600.00
Market	100%	\$20,000.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	0%	\$0.00
KMYU	0%	\$0.00
KSL	17%	\$3,400.00
KSTU	36%	\$7,200.00
KTVX	8%	\$1,600.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	36%	\$7,200.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KUCW	10/20/12	10/20/12	Sa 1030p-12a	CM	1030p-12a	----- 1-	:30	1	\$600.00	P-1	3.30	NM	1	\$600.00
Sa 1030p-12a															
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----- 1-			1			\$600.00		3.30			
Totals														1	\$600.00